

BLUE CARE ADVISORSM ESSENTIAL PLUS

Enhance employees' health and wellbeing with a personalized experience

Blue Care Advisor brings together health, wellbeing and navigation into one easy-to-use digital resource. Employees can easily navigate total benefits and get expert guidance to help them get the care they need to achieve better overall health.



FOR MEMBERS

A digital front door for health helps employees understand and use their plan, get the care they need, when they need it, and stay on track with health goals. One location for benefits, programs and care navigation provides a simple, convenient experience.



FOR EMPLOYERS

A redesigned navigation and advocacy solution provides a personalized digital and high-touch experience that increases engagement, outcomes, savings and employee satisfaction.

CONNECT EVERYTHING EMPLOYEES NEED TO MANAGE HEALTHCARE



Data-driven

Predictive analytics, machine learning / artificial intelligence models and real-time recommendations



Transparent

Medical, pharmacy, dental comparison, spend management, provider quality ratings and plan design



Engaging

Fun, interactive challenges and personalized content. Incentives and biometric screenings available as part of a more robust reward program.



Connected

Seamless connections to Blue Cross and Blue Shield of Minnesota benefits and programs



ESSENTIAL PLUS CAPABILITIES

Find a Doctor

Online tool helps members find in-network doctors, facilities, conditions, procedures and drugs, and to compare costs for different services and procedures.

Cost transparency

Precise data drives high-value care recommendations for medical, prescription, dental and behavioral health.

Health Assessment

NCQA certified health assessment powers a personalized experience that drives employees to act on their goals.

Activity tracking

Tracking for physical activity, sleep and more supports personal health goals.

Digital Front Door

Self-service digital tools connect employees to plan benefits and programs creating a clear path to using their healthcare.

Personalization

Robust data and analytics serves tailored recommendations across channels to deliver a hyper-personalized member experience.

Next Best Action

Powerful technology synthesizes data from historical claims, health risk assessment responses, health goals and digital engagement to deliver personalized opportunities to engage with health benefits.

Carve-out vendor integrations

Digital front door integrates with independent health and wellbeing vendors to increase engagement and provide a seamless experience for employees. These integrations range from links to the partner solution to full Single Sign-On (SSO) and bi-directional data sharing.

Digital experience co-branding

The employer logo is prominently displayed within the digital experience.

Wellness incentives and rewards*

Wellness, incentives and rewards are fully embedded without requiring another app or additional credentials. Includes fitness and step tracking alongside other activity tracking and can scale to meet specific population needs to incentivize healthy behaviors.

Biometrics*

Biometric health screenings help employees better understand their health status — and helps us shape their experience. Screenings leverage pre-established integrations with Quest Diagnostics and can be offered via onsite events (fingerstick, venipuncture), Quest lab locations, at-home test kits, physician (form), flu shot clinics and as part of a reward program.



QUESTIONS?

Contact your Blue Cross and Blue Shield of Minnesota account representative.

*Available at an additional cost as part of a more robust reward program.

Quest Diagnostics is an independent company offering health screening services, flu shot clinics and reporting.

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association.

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